

2009 CANADIAN VISITORS TO ARIZONA

VISITATION VOLUME	
Total Canadian Visitation to Arizona	557,400
QUARTER OF TRAVEL	
1st Quarter	44.2%
2nd Quarter	27.2%
3rd Quarter	8.5%
4th Quarter	20.1%

VISITORS BY PROVINCE	
Alberta	42.6%
Ontario	21.2%
British Columbia & Terr.	19.3%
Manitoba	5.3%
Quebec	4.8%
Saskatchewan	4.4%
Atlantic Canada	2.4%

Visitor Demographics:

GENDER	
Female	49.4%
Male	44.5%

AGE	
Children 0-19 years	5.4%
20-34 years	6.4%
35-54 years	27.1%
55-74 years	49.5%
75+ years	5.3%
Unknown	6.3%

PARTY COMPOSITION	
Avg Travel Party Size	1.9 persons
Traveling Alone	13.6%
2 Adults	58.5%
3+ Adults	13.4%
Adults and Children	8.3%
Unknown	6.3%

TRAVEL PARTY SIZE	
1 person	14.9%
2 persons	61.6%
3 persons	4.7%
4 persons	12.3%
5-9 persons	5.9%
10+ persons	0.6%

Trip Behavior:

LENGTH OF STAY	
Avg Visit Duration	16.1 nights
1-3 nights	20.9%
4-9 nights	47.0%
10-20 nights	16.3%
21+ nights	15.9%

MODE OF ENTRY	
Airplane	59.2%
Auto	37.1%
Via USA	3.1%
Other	0.2%
Bus	0.2%

Source: Statistics Canada

Trip Behavior (continued):

MAIN TRIP REASON	
Holiday, Vacation	54.7%
Visit Friends or Relatives	21.1%
Second Home, Cottage, Condo	11.4%
Convention, Conference, Trade Show	4.4%
Meetings	3.2%
Attend Events, Attractions	2.3%
Personal (Medical, Wedding, etc)	0.9%
Other	0.7%
Other Work	0.6%
Educational Study	0.5%

ACCOMMODATIONS	
Home of Friend or Relatives Only	19.2%
Hotel Only	19.0%
No Accommodation Reported	10.5%
Other Only	9.7%
Camping or Trailer Park Only	9.3%
Motel Only	7.9%
Motel & Home of Friends/Relatives	7.2%
Other Combinations of 2 types	4.8%
Hotel & Motel	4.8%
Combination of 3 or more types	3.4%
Hotel & Home of Friends/Relatives	2.3%
Cottage/Cabin Only	1.9%

Visitor Spending:

VISITOR SPENDING (CDN \$)	
Avg Spending per Visit	\$1,080.68 CDN
\$0—\$299 CDN*	10.0%
\$300—\$1,999 CDN*	50.7%
\$2,000—\$7,999 CDN*	34.2%
\$8,000+ CDN*	4.6%

VISITOR SPENDING (USD \$)	
Avg Spending per Visit	\$1,234.08 US
\$0 - \$341 USD*	10.0%
\$342 - \$2,283 USD*	50.7%
\$2,284 - \$9,134 USD*	34.2%
\$9,135+ USD*	4.6%

*Annualized Conversion rate for 2009: \$1 CDN = \$0.8757 USD

VISITOR SPENDING PER NIGHT (CDN \$)	
Avg Spending per Night	\$67.32 CDN

VISITOR SPENDING PER NIGHT (USD \$)	
Avg Spending per Night	\$76.88 USD

Source: Statistics Canada; Bank of Canada